



PUBLIC RELATIONS

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For more information, contact:

Stefanie Santo, ssanto@fi.edu | 215.448.1152

**THE FRANKLIN INSTITUTE CELEBRATES
REGIONAL EMMY NOMINATIONS**
*Philadelphia Science Festival and Franklin Institute Awards Program
Videos Recognized*

PHILADELPHIA August 28, 2013 – The Mid-Atlantic Chapter of the National Academy of Television Arts and Sciences has nominated “The Franklin Institute Awards: Declaration of Progress” and “Philadelphia Science Festival” for Regional Emmy awards in the single-spot promotion/commercial categories. The Franklin Institute is recognized for its work with Media Factory, Inc. in developing and producing the inspiring videos that showcase the Franklin Institute Awards Program and the Philadelphia Science Festival, two significant, high-profile science programs that take place annually in Philadelphia. The nominated videos share a common message that emphasizes the impact of science and technology past, present and future. They are designed to inspire the next generation of scientists and engineers while building on Philadelphia’s own rich history of science and innovation. The annual Mid-Atlantic Emmy Awards, which recognize excellence in television news, programming, and individual achievement in Pennsylvania, New Jersey and Delaware, will be presented on Saturday, September 7 at Sheraton Society Hill Hotel in Philadelphia.

Narrated by CBS’ Charles Osgood, [The Franklin Institute Awards: Declaration of Progress](#) beautifully illustrates the rich history of The Franklin Institute’s 189-year-old international Awards Program. Incorporating current Franklin Institute science educators, the video creatively portrays some of the most celebrated scientists and engineers in history who have come to Philadelphia to receive Franklin Institute Awards, including Marie Curie, Thomas Edison, Albert Einstein, Jane Goodall, and Bill Gates. Integrating lively music with exciting footage from hundreds of events all across the city that capture the spirit and energy of the annual celebration of science, the [Philadelphia Science Festival](#) promotional video brilliantly communicates the extensive breadth of the 10-day event, in less than three minutes.

Franklin Institute staff nominations include Senior Vice President Frederic Bertley (Executive Producer), Beth Scheraga (Co-Producer), Gerri Trooskin (Co-Producer; Producer) and Josette Hammerstone (Co-Producer; Producer).

PROMOTION - NEWS AND PROGRAM AND PSA - SINGLE SPOT

The Franklin Institute Awards: Declaration of Progress -The Media Factory, Inc.

Stephen Thorne, Writer / Producer

Lawrence Thorne, Producer

Josette Hammerstone (The Franklin Institute), Co-Producer

Gerri Trooskin (The Franklin Institute), Co-Producer
Beth Scheraga (The Franklin Institute), Co-Producer
Frederic Bertley (The Franklin Institute), Executive Producer

COMMERCIAL – SINGLE SPOT

The Philadelphia Science Festival - The Media Factory, Inc.

Stephen Thorne, Director / Cinematographer

Lawrence Thorne, Producer

Josette Hammerstone (The Franklin Institute), Producer

Gerri Trooskin (The Franklin Institute), Producer

The National Academy of Television Arts and Sciences (NATAS) is the premier and most recognized non-profit organization dedicated to the advancement of excellence in television.

NOTE TO EDITORS:

The Franklin Institute Awards: Declaration of Progress video:

http://youtu.be/O1_bJ1fmEYk

Philadelphia Science Festival video:

<http://www.youtube.com/watch?v=xyZhqRiKuRs&list=PLPJ9psPwBGIOgQb0yUTTcwgiBhUCd3zO5>

The Franklin Institute

Located in the heart of Philadelphia, The Franklin Institute is a renowned and innovative leader in the field of science and technology learning, as well as a dynamic center of activity. Pennsylvania's most visited museum, it is dedicated to creating a passion for learning about science by offering access to hands-on science education. For more information, visit www.fi.edu.